

4.3. Die politische Rede (*the political speech*)

4.3.1. Die Position des Redners (*the speaker's standpoint*)

- He is a marvellous *speaker*.
He is a fine political *orator*.
to *speak in public* Redner 5
öffentlich sprechen
eine Rede halten
Wahlrede
Fernsehansprache
Rundfunkansprache
- The speaker *gives / makes a speech* on / about ...
He gives an *election speech*.
a *televised speech*.
a *radio address / radio speech*.
The speaker *openly* shows his interests. offen 10
Vertreter
erläutern
verteidigen; Ziel
Interessengruppe
die Interessen vertreten 15
Verdienste
Standpunkt
vereinfachen
verdrehen, verzerren
- The speaker *explains* the programme of his party.
• He *defends* the party's *objectives*.
He belongs to an *interest group*.
He *supports the interests* of ...
The speaker points out his own *merits*.
• He underlines the positive aspects of his *attitude*.
• He *simplifies* the facts.
distorts
He *blames* others for his *failures*. verantwortlich machen für; Fehler 20
- The use of the pronoun "we" shows that the speaker
identifies with the *audience*. Publikum
• The speaker *appeals* to the listeners' feelings. appellieren an
• He appeals to their emotions rather than to *reason*. Verstand
He appeals to their *sense of responsibility*. Verantwortungsbewusstsein 25

4.3.2. Die Position des Gegners (*the opponent's position*)

- The speaker has a good opinion of / about his *opponent*.
He *recognizes* the positive aspects
of the *opposing* viewpoints. Gegner
anerkennen
gegnerisch
loben 30
- He *praises* his opponent's merits.
He uses very positive expressions when he talks about him.
• He *admits* that his opponent is right to say that ... zugeben, einräumen
- The speaker stresses the negative aspects of his opponent's views.
He *diminishes* the positive aspects of his adversary's
opinions. abschwächen 35
übertreiben; Fehler
- He *exaggerates* the *mistakes* his opponent made.
He characterizes his adversary in negative terms.
• He *attacks* his opponent openly.
He *contests* his merits.
He *misrepresents* his adversary's statements. angreifen
bestreiten
falsch wiedergeben 40

He *distorts* his adversary's arguments.
He *launches into a polemic* against ...

verdrehen, verzerren
in Polemik verfallen

4.3.3. Die Ziele des Redners (*the speaker's aims*)

- The speaker tries to *influence* the audience. beeinflussen
He wants the listeners to *adopt* his opinion. übernehmen
He wants to *impose* his opinion on the listeners. aufzwingen
He wants to win the listeners' *support* for ... Unterstützung
• He aims to get the listeners to act. dazu bringen
mobilize the people to take action. mobilisieren
• create a feeling of solidarity. ein Gefühl schaffen 1
His aim is to *spread propaganda* for his programme. Propaganda machen
He intends to *give* his party *publicity*. bekannt machen
- It is his intention to attack his opponent's
ideological position. ideologisch

4.3.4. Die sprachliche Gestaltung der Rede (*the language used in the speech*) 1

- The speaker uses *techniques of persuasion*. Überredungstechniken
He has a great *skill* in / at choosing his words. Geschick
He is a great *stylist*. Meister des Stils
His *speech level* is *elevated*. Sprachniveau; gehoben
- His language is *clear*. klar 2
He uses language of extraordinary *density*.
His style is *concise*.
He uses *emotive* language. prägnant, knapp
He employs precise *formulations*. affektiv, emotional
Formulierung
- These expressions have a strong *effect* on the listener. Wirkung 2
- He uses stereotyped expressions. Ausdruck
stereotypical
- His style is full of *clichés*. voller Klischees
His speech is full of aggressive *catch(-)phrases*. Schlagwort
political *slogans*. politischer Slogan 31
polemic(al) *statements*. Äußerung
ironic(al) *remarks*. Bemerkung
- The speaker uses a *vague form of wording* so that everyone can interpret his statements. vage Formulierung
- according to his own point of view. gemäß, nach 31
- The speaker does not *state clearly* klar sagen, präzisieren
• what he means by ... verstehen unter
• how he understands ...
- These terms have negative *associations* for ... Assoziationen